

Our Handbook for Business, the Bible

Small things

There's an old saying that, '*big doors swing on little hinges!* It's also been said that, '*small fish are sweet*' and '*big successes come from many small steps.*'

- "*The man who moves a mountain begins by carrying away small stones*" - Confucius

The point is simply that a great business doesn't just happen, it takes time; it requires a strong foundation, attention to detail and doing the small things right.

My counsel for business owners:

Today, a lot of the big companies are losing out on the small things, especially their relationships with customers...they want our credit cards; they want us to interact through their App or website rather than in person; and to direct our enquiries to their overseas call centre.

Yet it's these small things that irritate customers often driving them away. And therein lies an opportunity to continually tweak your sales & fulfilment system to ensure you don't follow in their footsteps!

Here are 4 small things you can implement to win favour with customers:

- 1: **Respond quickly** when they make contact - within one hour should be the goal
- 2: Early in their buying journey, **deliberately make a promise**, then keep it
- 3: As the expert in the transaction, **make a valuable suggestion**
- 4: After the sale, **call customers** to check that all's well or remind them of your guarantee.

Each tactic shows you care, can be trusted and don't just want their money! It means you understand it's these small things that honour people and build relationships...and relationships build businesses!

The Bible, our Handbook counsel for today, Zechariah 4:10 Lexham English Bible...

"For whoever has despised the day of small things will rejoice and will see the plumb line in the hand of Zerubbabel"

...Governor Zerubbabel was in charge of rebuilding the temple, a huge project requiring a small plumb line be used during construction to ensure all measurements were accurate.

Other Scriptures (NKJV):

Job 8:7, "*Though your beginning was small, yet your latter end would increase abundantly*"

Luke 16:10, "*He who is faithful in what is least is faithful also in much...*"

Proverbs 18:12, "*Before destruction the heart of a man is haughty, and before honor is humility*"

Proverbs 21:13, "*Whoever shuts his ears to the cry of the poor will cry himself and not be heard*"

Proverbs 10:2, "*Treasures of wickedness profit nothing, but righteousness delivers from death*"

Proverbs 28:20, "*A faithful man will abound with blessings, but he who hastens to be rich will not go unpunished*"